

Community Marketing Commission Meeting Minutes  
August 12, 2010

Board Members Present

Rich Harter – Chair

Linda Hughey – Vice Chair

Tom Dwyer, Jeremy Elliott, Ann Harroun, Rosemary Prawdzik, Judy Saffell

Also Present

Councilor Carol Johnson – Loveland City Council

Councilor Cathleen McEwen – Loveland City Council

1. Call meeting to order – *Board member Harter*

a. Approval of 07/15/10 minute corrections

*Board member Prawdzik motions to approve the correction to board member Saffell's name.*

*Board member Hughey seconds.*

*The motion passes unanimously (board member Saffell absent from this vote).*

b. Approval of 07/22/10 minutes

*Minor amends recommended.*

*Board member Dwyer motions to approve the amended minutes.*

*Board member Harroun seconds.*

*The motion passes unanimously (board member Saffell absent from this vote).*

c. Approval of 08/05/10 minutes

*Board member Hughey motions to accept the minutes.*

*Board member Dwyer seconds.*

*The motion passes unanimously (board member Saffell absent from this vote).*

2. Discussion on PUMA recommendations

*The CMC generally felt that the recommendations are good and that the report fairly represents the minutes of the workshop. The CMC will take into consideration the recommendations and move forward on the recommendations on a case by case basis. The CMC felt that it was appropriate to make public the report and to share the report with stakeholders. Concern over wording of grant process in the report. Discussion on the potential of grant monies being used without a unified brand and creating further fragmentation in the marketing effort and also on a few examples provided in the workshop where grant monies could be positively used without the development of a brand. The grant process can run concurrently with marketing and branding development process and be re-evaluated at the appropriate times. In regards to the grant process – are we asking the questions properly to get the information we are seeking. Concern over the idea of creating a steering committee for the RFP process. The CMC was selected to develop the strategic marketing plan and values stakeholder input and participation. Concern over the perception of hiring a consultant.*

*Board member Hughey motions that the CMC publish the PUMA report with up to a one page letter containing the CMC's next steps.*

*Board member Prawdzik seconds.*

*The motion passes unanimously.*

3. Upcoming planning process

*Board member Prawdzik provides information on the Civic Tourism Conference. Recommends that a Tim Merriman or Lisa Brochu be brought in to provide information to the Commission and stakeholders in regards to developing an RFP and outcomes. Desire to do it right and to do it quickly.*

*To promote tourism, conventions and related activities within Loveland, Colorado.*

*Some examples - The Amana colonies and the scenic wetlands byway project in KS. Importance of the Loveland Community being on board and buying into the tourism development process to create a sustainable successful product.*

*Civic tourism is not just about economic development but also community building.*

*17<sup>th</sup> 2010 budget appropriation.*

*19<sup>th</sup> – 2011 budget, RFP process, RFP outcomes*

*26<sup>th</sup> – potential speaker with stakeholders*

*2<sup>nd</sup> – regular meeting – open*

*9<sup>th</sup> and 16<sup>th</sup> grant proposals*

4. Set agenda and commission announcements

*Board member Elliott – potential opportunity with centennial for Rocky Mountain National Park in 2015. Potential for airshow in Loveland in the future.*

*Board member Harter – potential marketing opportunities in Phoenix as Allegiant air now has flights to and from Fort Collins/Loveland Airport.*

*Agenda – see previous*

5. Adjourn

*Board member Hughey moves to adjourn the meeting.*

*Board member Harroun seconds the motion.*

*The motion passes unanimously.*